

Noor E Saher

Specializes in developing marketing partnerships, demonstrating an eight-month track record of strengthening collaborative relationships to propel business growth. Certified as a Google Digital Marketing Expert, expertly crafts engaging digital content using Canva, driving audience engagement and campaign effectiveness. Strategically enhances brand visibility and fosters customer engagement through adept utilization of digital marketing strategies. Analyzes marketing data to optimize campaign outcomes and align with business objectives. Possesses strong communication skills, leading cross-functional teams effectively, ensuring the achievement of marketing success through proactive collaboration and strategic innovation.

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📍 Mianwali, Pakistan

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EDUCATION

Bachelors in Business Administration

Namal University Mianwali

08/2020 - Present

WORK EXPERIENCE

Partner Success Associate:

Software Productivity Strategists, Inc.

07/2023 - Present

Achievements/Tasks

- **Partner Management:** Managed a diverse partner portfolio, including major companies like Microsoft, IBM, and KnowBe4. Built strong relationships, driving significant growth and success for all parties involved.
- **Email Marketing:** Directed the development and implementation of vibrant email marketing campaigns in close cooperation with senior management. Leveraged strategic insights to boost partner brand exposure and foster deeper engagement within target markets.
- **Content Creation:** Developed and executed innovative content strategies for social media platforms, including the creation of carousel videos and novel content ideas, significantly enhancing the online presence.
- **Digital Marketing:** Led end-to-end digital marketing strategies, integrating SEO, and social media channels to boost online visibility and campaign performance. Proficiently designed captivating Canva carousels and posts, blending creativity with strategic messaging to captivate audiences and amplify the impact of digital campaigns.

Research Assistant:

Concave AGRI, Sybrid Pvt. Limited

08/2023 - 09/2023

Tasks

- **Value Chain Optimization:** Actively researched and analyzed data from 35 farmers to optimize the potato value chain, identifying market trends for an optimal report.
- **Impactful Reporting:** Generated concise reports and recommendations, facilitating data-driven decision-making. Stayed updated with industry advancements to drive innovation in the project.

VOLUNTEER EXPERIENCE

Campus Ambassador:

Tkxel

08/2023 - Present

Mianwali, Pakistan

- **Spearheaded Brand Awareness Initiative:** Proactively initiated and executed strategies to enhance Tkxel's brand visibility, fostering increased awareness among the student community.
- **Collaborated In Recruitment Events:** Coordinated and participated in campus recruitment events, effectively showcasing Tkxel's career opportunities to potential candidates.

President:

Namal Literary & Debating Society:

03/2023 - Present

Mianwali, Pakistan

- **Strategic Leadership:** Led collaborative leadership efforts to drive overall success and, during a year-long tenure, steered a dedicated team to achieve the society's goals. Organized 4 successful Mega Events of the society in campus premises.

SKILLS

Email Marketing

Digital Marketing

Meta Campaigns

Presentation

Public Speaking

Market Research

Brand Visibility

Certifications & Badges:

Google Digital Marketing & E-Commerce (Badge, consists of 7 courses) (23/10/2023)

- 1) From Likes to Leads
- 2) Make the Sale: Build, Launch & Manage E-Commerce Stores
- 3) Foundations of Digital Marketing & E-Commerce:
- 4) Think outside the inbox: Email Marketing:
- 5) Satisfaction Guaranteed: Develop Customer Loyalty Online
- 6) Attract & Engage the Customers with Digital Marketing
- 7) Assess for Success: Marketing Analytics & Measurement:

Public Speaking with Canva (Coursera Project Network) (09/05/2023)

Google Project Management (Badge, consists of 6 courses) (13/02/2024)

Introduction to Power BI (10/12/2023)

Data Visualization in Power BI (16/12/2023)

Introduction to DAX in Power BI (23/12/2023)

Amal Academy Fellowship Certificate (Stanford & Pepsico Initiative) (10/10/2023)

Communication: Completed a competitive written application and interview process to be selected from over 4,500 applicants for intensive 3-month Fellowship funded by Stanford University.

Skills Development: Invested 150 hours in order to develop business skills (e.g., communication, leadership, problem solving, teamwork, etc.) that will help me make a deeper impact on the job.

INTERESTS

Branding

Community Engagement

Media Management

Public Speaking

Training and Development

Designing

SEO

Content Creation